Coke's Wine Spectrum sale sets stage

Seagram zeros in on Gallo

By RUTH STROUD

Coca-Cola Co., which has been stirring up the wine industry with its aggressive, comparative advertising tactics for about six years, is now bowing out. And Jos. E. Seagram & Sons, which had developed a long-range plan to expand its wine business, benefits by it.

In fact, New York-based Seagram emerges as the main challenger to market leader E.&J. Gallo Winery.

Coca-Cola, pending completion of an agreement signed last week, will sell its Wine Spectrum subsidiary to Seagram for an estimated $230 million in cash.

The news climaxed weeks of speculation that Coca-Cola was looking for a buyer for its California and New York wine business, rumors that Coca-Cola repeatedly denied (AA, Aug. 15).

Two Seagram wine units make news with new products—see Page 14.

A spokesman for the Atlanta-based company said Seagram approached Coca-Cola about seven weeks ago and was informed that the Wine Spectrum was not for sale. However, Seagram came back with another offer. A letter of intent on the deal was inked the last weekend in September, he said.

The agreement gives Seagram all properties of the Wine Spectrum, a conglomerate Coca-Cola began putting together in 1977. It includes Sterling Vineyards in California's Napa Valley, Monterey Vineyard at Gonzales, Cal., and New York-based Taylor Wine Co. and Great Western Winery.

If completed, the deal would catapult Seagram, the country's largest distiller,

(Continued on Page 85)

Seagram's new ranking

Top wine marketers in the U.S.

Company	'83 Shipments* Millions of gallons	Market share
Gallo	148.3	27.7%
Seagram	59.9	11.2%
Heublein (Inglenook)	34.5	6.5%
Villa Banfi (Riunite)	32.1	6.0%
National Distillers (Almaden)	28.0	5.2%
The Wine Group (Franzia, Mogen David)	22.1	4.1%

*1983 pro forma shipment estimates reflect the following transactions: 1. Sale of certain Heublein brands to Allied Grape Growers, 2. Sale of Fromm & Sichel (Christian Brothers) by Seagram to a group of private investors and 3. Sale of The Wine Spectrum by Coca-Cola to Seagram.

Source: Impact

Gannett boss Allen Neuharth gives new *USA Today* president Cathleen Black a look at the product she'll be selling to advertisers.

'USA Today' No. 2 slot goes to Black

By RICHARD L. GORDON and STUART EMMRICH

Gannett chief Allen Neuharth's daring new gamble at *USA Today* has put a "hot" young magazine publisher in the skipper's chair just when fresh advertising breezes are needed to fill its sails.

The shuffle that put *New York* publisher Cathleen Black, 39, in the president's slot, the No. 2 position under *USA Today* publisher John Heselden, was accompanied last week by a new circulation claim that puts *USA Today's* daily net paid at 1,163,937, ahead of year-end targets.

But the new figure represents sales in 17 markets. By comparison, Gannett last April reported Price Waterhouse figures of 1,109,587 in 15 markets. The figure released last week also represents sales of the Sept. 15 issue, Gannett said, which occurred in the middle of highly promoted rollouts in the Cleveland and Boston/New England markets.

Gannett said its new circulation number, prepared to meet U.S. Postal Service requirements, will be supplanted soon by its first official Audit Bureau of Circulations report.

Though house ads in *USA Today* last week suggested ABC data may be available before the year is over, a company official said the

(Continued on Page 81)

Miller sets major tv buy: 2-year CBS sports deal

By CRAIG REISS

NEW YORK—Miller Brewing has made a record-setting buy on CBS Sports programing that will run from 1984 through 1985.

The deal comes only a month after Miller elected not to renew its exclusive sponsorship of ABC's "Monday Night Baseball" for 1984. It also runs counter to speculation that had Miller cutting back on its sports advertising commitments.

Industry observers thought Miller pulled out of "Monday Night Baseball" in part because its $26 million commitment to the 1984 Summer and Winter Olympics had drained its sports budget.

Officials of the Milwaukee brewer, its agency Backer & Spielvogel and CBS vp-sales Jerome Dominus all declined to comment on the deal. However, a source said it was the first two-year advertising sale ever made by the network.

Last year, American Home Products made a five-year buy on NBC programing, but it was not limited to a single programing category such as sports.

While no sources commented on the precise amount of the Miller-CBS Sports deal, several said it was the largest single sale ever made on CBS Sports. There were no details about whether Miller purchased any program exclusivities, nor any detailing of the programs Miller brands will appear in.

Reports had circulated all week that Miller was unhappy with its agency, B&S, and that the brewery was actively conceding important parts of its franchise in sports sponsorships.

The CBS buy, however, is now being interpreted in part as a misreading by speculators of Miller's strategy. There was further speculation that Miller could have been negotiating the CBS buy before or at the same time that it was pulling out of "Monday Night Baseball."

Miller dropped "Monday Night Baseball" when ABC increased the minimum ad minutes required to maintain product exclusivity from three minutes per game to six. After Miller backed off the deal, the beer sponsorship was split between two advertisers with three minutes a game each. Stroh Brewery has purchased three of the minutes per game.

world news roundup

TOKYO—Kao Corp. is expected to begin testing its own disposable diaper this month in Japan, to compete with Procter & Gamble's Pampers and Unicharm's Moony, a Japanese brand. Agency is unknown.

LONDON—William Paley, founder and former chairman of CBS Inc., is talking to TV-AM, Britain's independent breakfast tv station, about taking a 5% or $1.5 million stake in the financially beleaguered operation. No agreement has been reached.

HANNOVER—Bahlsen, Germany's biggest cookie marketer, has assigned its $6 million account to Lintas:Hamburg. The business was formerly done in-house and by MWI, a subsidiary of Foote, Cone & Belding, which retains $2 million in Bahlsen billings.

NEW YORK—Telefrance, the French-language, advertiser-supported cable service owned by the French government and Gaumont film production company, pulled the plug Sept. 30 on 8 million U.S. subscribers after eight years on the air (AA, Sept. 28, '81, *et seq.*).

JOHANNESBURG—Cosmopolitan may be published in South Africa next year by publisher Nationale Pers.

CANNES—Vidcom, the international video symposium, will release a report today, prepared by Intelligent Electronics Europe, predicting a 25% drop in western world unit-volume sales of videogames, from 9.4 million

(Continued on Page 52)

Bloomingdale's future in expanding its mystique

By PAT SLOAN

NEW YORK—Strains of "Another Night on Broadway" filter through the yards of sheets and towels as a shopper makes her way to the executive offices of Bloomingdale's 59th Street store to register a complaint. Another customer, for no apparent reason, she says, has bopped her over the shoulder with a shoe in the Chanel department.

It is, in fact, just another day at Bloomingdale's.

The supposed victim is led away by the store manager, who has been summoned to deal with this atypical allegation, which all the same lends credibility to the Bloomingdale's mystique. In another store, a wallet might be lifted by a pickpocket on a busy floor but, presumably, only in Bloomingdale's would two well-heeled patrons go at it in the, *quelle scandale*, Chanel Boutique.

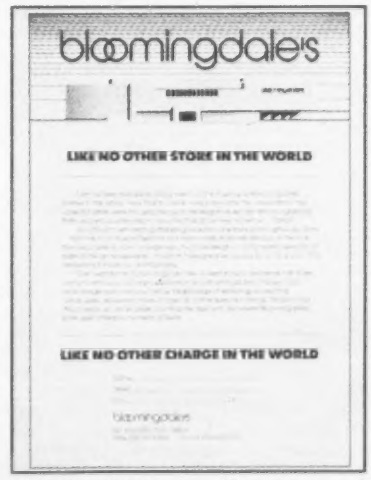
Of course, it is for less outlandish happenings that Bloomingdale's likes to think of itself as the store "like no other store in the world," an old theme that is resurfacing in its ads this year.

It was, after all, the first major store to tap the China market after the U.S. embargo on trade was lifted in 1971; the first store to stage multi-million-dollar extravaganzas honoring the craftsmanship of individual countries, including China, and the first—and maybe only—to whet the appetite of its customers for Himalayan mango ice cream.

It was Bloomingdale's that brought Ralph Lauren along from mere men's tie designer to omnipotent fashion name and coddled Halston during the early years with his own shop, after being the first to show his ready-to-wear collection.

U.S. Presidents, including Jimmy Carter, and

(Continued on Page 58)



Bloomingdale's new Valley View mall store in Dallas already is being advertised: It is offering a charge account like "no other charge in the world."

Liberty call for Aussies

NEW YORK—When the Australia II swooped across the finish line at Newport, R.I., last week to become the first foreign boat to win the America's Cup in the race's 132-year history, it was a memorable moment in world sports.

But for marketers of Australian products, the victory might have greater implications.

"We certainly are looking for ways we can whip up additional enthusiasm for Australian products now," said Greg Burns, Australian Trade commissioner based here.

Although Mr. Burns said that Australian companies must be wary about going too far in using the America's Cup in promoting their products—"We don't want to ram the cup down anyone's

(Continued on Page 81)

Can brewers mobilize in time against tv ban?

'Let's go down fighting' via lobby effort: Miller

By ROBERT REED

NEW ORLEANS—The threat of a ban on broadcast beer advertising is growing stronger, but so far the brewing industry has yet to address the challenge with a united front, industry leaders say.

William Howell, president of the nation's No. 2 brewer, Miller Brewing Co., warned distributors here about the grass-roots effort aimed at getting beer commercials off the air—an action, he says, that is reminiscent of the successful 1960s movement to remove cigaret advertising from tv.

Mr. Howell said that the entire industry should begin to aggressively combat this threat, by lobbying against it at the federal and state legislative levels.

The industry also should begin cooperating with "responsible" public-interest groups to develop suitable guidelines for beer advertising, he added.

"If we are going to go down, then, damn it, let's go down fighting," Mr. Howell told distributors attending the annual National Beer Wholesalers Convention.

William Smith, president of Pabst Brewing Co., also addressed the issue, telling wholesalers that pressure is mounting on Congress and stating that anti-advertising action will mean "turning back the clock to the days of Prohibition.

"We must start telling the story that beer is the beverage of moderation" said Mr. Smith, who added that the banning of tv commercials would not have an effect on alcohol abuse or drunken driving.

Recently, various organizations throughout the country have advocated restrictions on the advertising of beer and wine (AA, July 18).

Groups such as Mothers Against Drunk Driving (MADD); the Wisconsin Citizens Council on Alcohol and Abuse, and the Washington D.C.-based Center for Science in the Public Interest have all voiced concern that advertising is creating a climate that leads to alcohol abuse and drunk driving.

Mr. Howell stated that Miller has talked with representatives from MADD and various national college organizations to develop suitable marketing and ad guidelines.

Anheuser-Busch, the No. 1 brewer, also has had talks with MADD and other groups.

While industry leaders admit the threat is real, they have yet to come forth with a consolidated effort to oppose it.

Although brewing executives agree with Mr. Howell's assertions, they also contend that Miller's absence from the U.S. Brewers Assn. makes it impossible for the industry to fight back as one group. Miller left the USBA in the late 1970s, as did G. Heileman Brewing Co., when both brewers had disputes over association policies.

The lack of solidarity can be attributed mainly to the white-hot competition that has engulfed the industry within recent years. Also, flatness in the marketplace has forced all brewers to concentrate more on their own interests.

Meanwhile, in other beer industry news:

- Heileman is looking to buy some time on network tv. So far the LaCrosse, Wis.-based brewer, which has a bevy of regional brands but no one national brew, has been using spot tv and paying a premium. Heileman is hoping to work out arrangements whereby it can buy network time but still target the commercials for different brands in specific areas.
- M*A*S*H beer makes its debut this week. Skokie, Ill.-based Hawkeye Distilling is selling the brew in 50 states. It is packaged in a green camouflage-design can. "We intend to make this a national beer without spending 25¢ worth of advertising," said a spokesman for Hawkeye. "Who needs advertising when you've already got 'M*A*S*H' playing all over the country?" The beer is brewed by Falstaff Brewing and will sell at premium prices.
- Stroh Brewery is repositioning its Schlitz beer in some markets. In those northern areas and Florida, where the new Schlitz ad campaign is not running, the company is selling the brew at lower prices —in the popular-price segment.#

New bank rates create ad flurry

NEW YORK—Financial institutions unleashed a final ad drive last week prior to offering new interest rates available today as a result of another step in deregulation.

The new banking regulations allow banks and savings institutions to pay what they please on small certificates of deposit. For the first time federal regulations do not require a minimum balance on high-yielding CDs with maturities of less than 30 months.

Bank Leumi headlined its ad: "And Congress said, Let there be no interest ceiling on CD's. And Bank Leumi said, Amen." Citibank was more direct in its ad, which said, "Wait for the rate!"#

corrections & clarifications

- The correct opening date of the Clint Eastwood movie, "Sudden Impact," is Dec. 9 (AA, Sept. 19, P. 98). Also, tv spots for the movie were placed by Western Media, Los Angeles.
- Updated circulation for France's *Le Monde* (AA, Sept. 19, P. M-28) shows a continuing downward trend: 400,168 daily and 371,261 Sundays.
- After the *Cedar Rapids Gazette* converted from a.m. to p.m. (AA, Sept. 19, P. M-56), the *Des Moines Register's* circulation dropped 27% only in Linn County, Ia., where Cedar Rapids is located. The *Register's* market penetration in this area is currently 6.1%.
- The ad linage report should have noted that the September, 1983, figure for *Family Circle* represented one issue, compared to two for September, 1982 (AA, Sept. 19, P. 82).

BUDDHA-GRAM™
"Absolutely the Most Outrageous Way to Deliver Your Greetings"
As seen on TV! Live. Walking 350 lb. BUDDHA delivers your message to anyone, anywhere, anytime. IT'S HILARIOUS!
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Of course screaming isn't an appropriate way for you to attract a mother's attention. But there is a very acceptable form of behavior that can accomplish the same thing.

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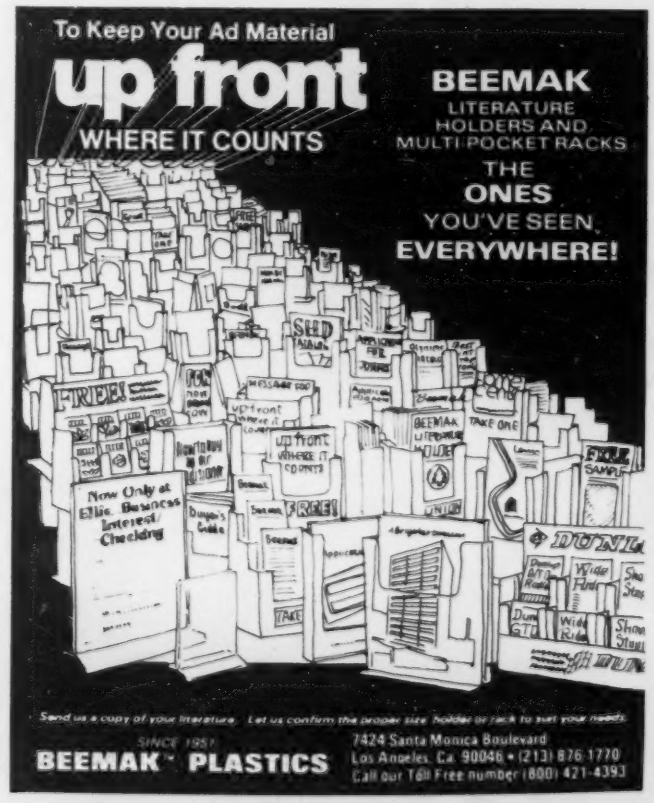
We're a mother's authority on baby care. She reads us in the doctor's office. And again at home.*

So if you want a new mother to take notice of you, quietly place an ad with us.

But we can't promise she won't put us down when the baby screams.

Mothers Today. For more information contact Mothers Today, 441 Lexington Avenue, New York, New York 10017 (212) 867-4820

*Total circulation: 900,000; 65% of all new mothers receive a free copy.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Giarraputo moves to Viare Publishing

By STUART J. ELLIOTT

NEW YORK—The entrepreneur who helped to found, and then lost control of, *Venture*, the magazine for entrepreneurs, has joined another entrepreneur's publishing company.

Joseph Giarraputo has given up his post as publisher of *Venture* to take the title of exec vp-chief operating officer, a new post, at Viare Publishing (AA, Sept. 26). That company is headed by president Richard Ekstract, who started the company after he sold CES Publishing to International Thomson Business Press.

"I enjoyed being the publisher of *Venture*," Mr. Giarraputo said, "and I enjoyed it under what other people might have seen as the worst kind of circumstances. I'm going to miss that."

The circumstances to which he referred involve his relationship with venture capitalist Arthur Lipper III (AA, April 11). Mr. Giarraputo turned to Mr. Lipper for funds to stave off a takeover in 1981, two years after the magazine made its debut.

As Mr. Lipper's share of the business grew from a third to 93%, Mr. Giarraputo lost his posts as chairman and president of Venture Magazine, leaving him only as publisher.

Mr. Lipper said of Mr. Giarraputo's move: "As described to me by Joe, it's an excellent opportunity for him. I think he wants to have broader responsibilities than he had at *Venture* and he's entitled to them."

Mr. Giarraputo will remain a director of VenPub Co., the magazine's parent company, and retain ownership of his stock, which amounts to less than 7% of the total. He also will serve as a consultant to Mr. Lipper.

The president-ceo of Arthur Lipper Corp. will be acting publisher of *Venture*. He also is chairman of Venture Magazine and its editorial board. The publisher's slot might not be filled, Mr. Lipper said.

At Viare, "Our expectation is to build a major diversified publishing company," Mr. Giarraputo said.

He called Mr. Ekstract "one of, if not the, most successful entrepreneur publishers around."#

Earnings forecast is lowered by Avon

NEW YORK—Stressing that Avon Products retains "strong confidence" in its new earnings and recruiting programs for direct-sales representatives, Hicks Waldron, the company's new president-chief executive officer, said nonetheless "our expectations for consolidated 1983 earnings are being revised downward."

The former R.J. Reynolds Industries and Heublein leader said that while Avon is "pleased with the operating performance of our Mallinckrodt, direct-mail and specialty retailing divisions," the domestic representative business for the third quarter ending Sept. 30 is expected to "experience material decreases in sales and operating profit compared with the same period last year.

"Largely reflecting the performance of the Avon division, consolidated net income this year will be down from 1982's $196.6 million," he added.

James Preston, president of the Avon division, noted that "with the implementation of new earnings and recruiting plans for U.S. representatives and group sales leaders, we expect an improving situation for our domestic business in 1984."

He pointed out that during the past summer the rate of decline in the number of Avon's U.S. representatives accelerated. Mr. Preston added that while the average size of a representative's order continues to be greater than last year, domestic sales are "trending slightly lower."

Striving to remedy this trend, Avon is installing a supplementary program along with the Opportunity Unlimited incentive plan it put into effect last year. Avon said tests have shown the program will increase longevity and productivity of representatives.

"We believe the new programs will help us recruit and retain more productive and permanent reps," Mr. Preston said, "and enable them and group sales leaders to generate substantially higher earnings."

Currently, he said, group sales leaders and reps receive $10 in cash or a prize credit for each representative recruited on their recommendation.

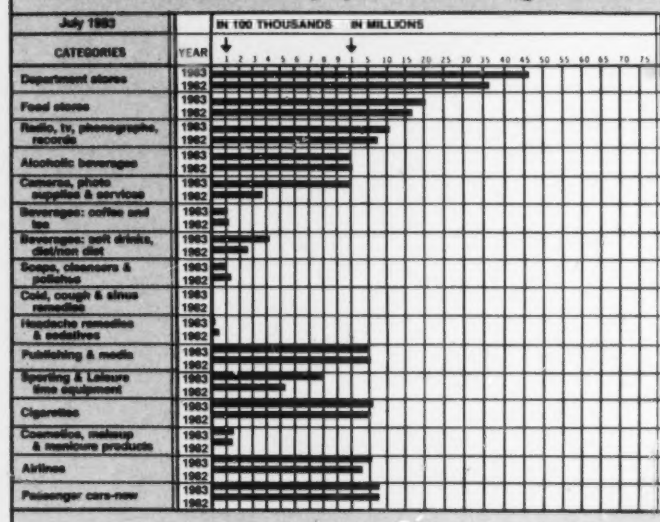
The new plan offers the recruiter a 5% bonus on the sales of each new representative brought into the business for as long as both continue their association with Avon. Group sales leaders also will receive a representative development bonus of 3% on the first-year sales of all new reps in their group.

Avon also is revising its representatives' sales earnings plan.#

New name for N.H. shop

AMHERST, N.H.—Design Resource's new name is Crosson Austin Wolf. Principals are Mike Crosson, Rick Austin and Gary Wolf.

FLASH REPORT: Newspaper advertising investment for July



July 1983 CATEGORIES	YEAR	DOLLARS 1983	DOLLARS 1982	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Department stores	1983	$46,818,550	$36,255,154	+10,563,396	+29.1
	1982				
Food stores	1983	20,983,364	17,072,911	+3,910,453	+22.9
	1982				
Radio, tv, phonographs, records	1983	10,530,117	8,241,241	+2,288,876	+27.8
	1982				
Alcoholic beverages	1983	1,578,143	1,590,306	−12,163	−0.8
	1982				
Cameras, photo supplies & services	1983	1,454,155	388,190	+1,065,965	+274.6
	1982				
Beverages: coffee and tea	1983	112,233	122,346	−10,113	−8.3
	1982				
Beverages: soft drinks, diet/non diet	1983	417,003	272,806	+144,197	+52.9
	1982				
Soaps, cleansers & polishes	1983	103,164	180,952	−77,788	−43.0
	1982				
Cold, cough & sinus remedies	1983	0	0	0	0
	1982				
Headache remedies & sedatives	1983	4,728	8,118	−3,390	−41.8
	1982				
Publishing & media	1983	5,160,658	5,049,770	−110,888	+2.2
	1982				
Sporting & Leisure time equipment	1983	813,069	536,884	+276,185	+51.4
	1982				
Cigarettes	1983	6,276,502	5,693,899	+582,603	+10.2
	1982				
Cosmetics, makeup & manicure products	1983	168,305	157,327	+10,978	+7.0
	1982				
Airlines	1983	5,619,260	4,833,199	+786,061	+16.3
	1982				
Passenger cars-new	1983	7,995,254	7,971,750	+23,504	+0.3
	1982				

This Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records, is derived from tabulations that cover 33 dailies and 25 Sunday editions in 14 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington.#

Source: Media Records Inc.

Ad spending on cameras up 275%

NEW YORK—Newspaper ad spending on cameras, photo supplies and services jumped 275% to $1.4 million in July, the largest increase among the 16 advertising categories regularly surveyed by Media Records Inc.

Also showing significant gains from the similar period a year earlier were soft drinks, up 53% to $417,000; sporting and leisure time equipment, up 51% to $813,000, and department stores, up 29% to $46.8 million.

Declines were experienced by soaps, cleaners and polishers, down 43% to $103,000; headache remedies and sedatives, down 42% to $4,700, and coffee and tea, down 8% to $112,000. Over-all, 11 of the 16 categories recorded gains, with four other categories recording declines and one staying even.#

Wong & Associates moves

RICHMOND, VA.—Peter Wong & Associates has moved to 202 East Cary St., 23219.

FREE! 1983 Graphic Calculator Catalog

Call for yours now. No obligation!

GRAPHIC CALCULATOR COMPANY

Designing and manufacturing special slide rules, printed calculators and feature demonstrators for 40 years!

P. O. Box C, 230 James Street
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More Items from Our Catalog

ALL NEW!

Our Founder is expanding! He has designed dozens of brand new items, all of high quality and obscure purpose. You'll find them in MORE ITEMS FROM OUR CATALOG, the world's second parody of that famous catalog of outdoor gear. Guaranteed 100% funny.

Look for our new catalog at your local bookstore or order it by mail now. You can also pick up the 1984 ITEMS FROM OUR CALENDAR, a 12-month wall calendar featuring the same hilarious items found in our original ITEMS FROM OUR CATALOG.

Now on sale at your bookstore. Or, order directly by sending check or money order to: Avon Books, Dept. ITS, Box 767, Dresden, TN 38225. Allow 6-8 weeks for delivery.

Please send me:
___ Copies of MORE ITEMS FROM OUR CATALOG at $5.95 each, plus $1.00 each for postage and handling.
___ Copies of 1984 ITEMS FROM OUR CALENDAR at $6.95 each, plus $1.00 each for postage and handling.

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GAMES PEOPLE PLAY MEAN PROFIT FOR YOU!

Make your next promotion a sure winner with a "profit ticket" game from Chicago Lithographing. Game promotions will increase the number of customers in your store and get them back for repeat visits. Chicago Lithographing designs and produces games for oil companies, supermarkets, state lotteries and fast food companies. Be sure to let us quote on your next promotion. A single source will cost you less. See how the "profit ticket" will increase customers and profits in your stores through games people play.

CHICAGO LITHOGRAPHING COMPANY
560 S. VERMONT, PALATINE, ILLINOIS 60074 • 312/359-3733

Of afternoon heroines and villainesses

Why advertising's housewives can't keep up with the soaps

By Hortense Leon

It is midday, and the television is tuned to ABC. There on the screen is the tempestuous Erica Kane: American beauty, owner of a new cosmetics company, killer—accidentally—of her lover. For an hour, Erica and her video community of Pine Valley go through the crests and troughs of a soap opera, "All My Children."

Cut to commercial: A young woman, somewhat obviously a housewife, but wearing no apron or house dress, extolls the virtues of the latest cookie mix—tastes better and easier to make, she says.

The melding of soap operas with their commercials is a curious one. On the one hand, you have a heroine who is letting her hair down in her career and her loves. On the other, you have a wholesomely domestic woman selling a product in often contrived "slice-of-life" situations.

In recent years, however, the sponsor's eternal cookie baker has undergone some change. There is less housework in today's daytime advertising, and women are no longer portrayed exclusively within the home.

Others would argue that, yes, changes have come in the portrayal of women in commercials, but a gap still exists between these ads and the women characters in the soaps.

Whether and how much that happy homemaker has changed could be a crucial question, if you consider that women make 75% to 80% of all purchases. They are major purchasers of hard package goods, although this is beginning to change as more join the workforce. They still buy most of what goes under the sink and in the refrigerator, items that have high repurchase cycles.

One who would argue that the portrayal of women in daytime commercials is keeping abreast of their soap opera counterparts is Frances Kennedy, executive vp at Dancer Fitzgerald Sample,

Peter Hannan

New York. "Not only have women in soap operas become movers, but a lot of ads are beginning to reflect new ways of living," says Ms. Kennedy, who chairs DFS's creative board. "More and more ads recognize that women have changed. In the Bounty commercial, for example, Rosie manages her own diner. In the Luvs commercial, the father is always involved with the baby. A lot of ads are set in offices.

"However, for the products that are used in the home, it is phony to label a woman as a career woman when she is standing in her kitchen. It would be like saying, 'I don't expect that you will recognize me as a working woman. I have to tell you every chance I get.' But even in commercials that do take place in the home, women are no longer wearing aprons and housedresses. They wear pants. In fact, women lost their aprons six years ago."

Apronless women, of course, have been on the soaps even longer. And in many ways they hardly resemble earlier heroines.

Consider their development: Women on soaps, which originated in the late 1920s and early 1930s on radio, have metamorphosed. More often than not, they operate outside the home, at least in a superficial way, and are more comfortable with sex than their predecessors.

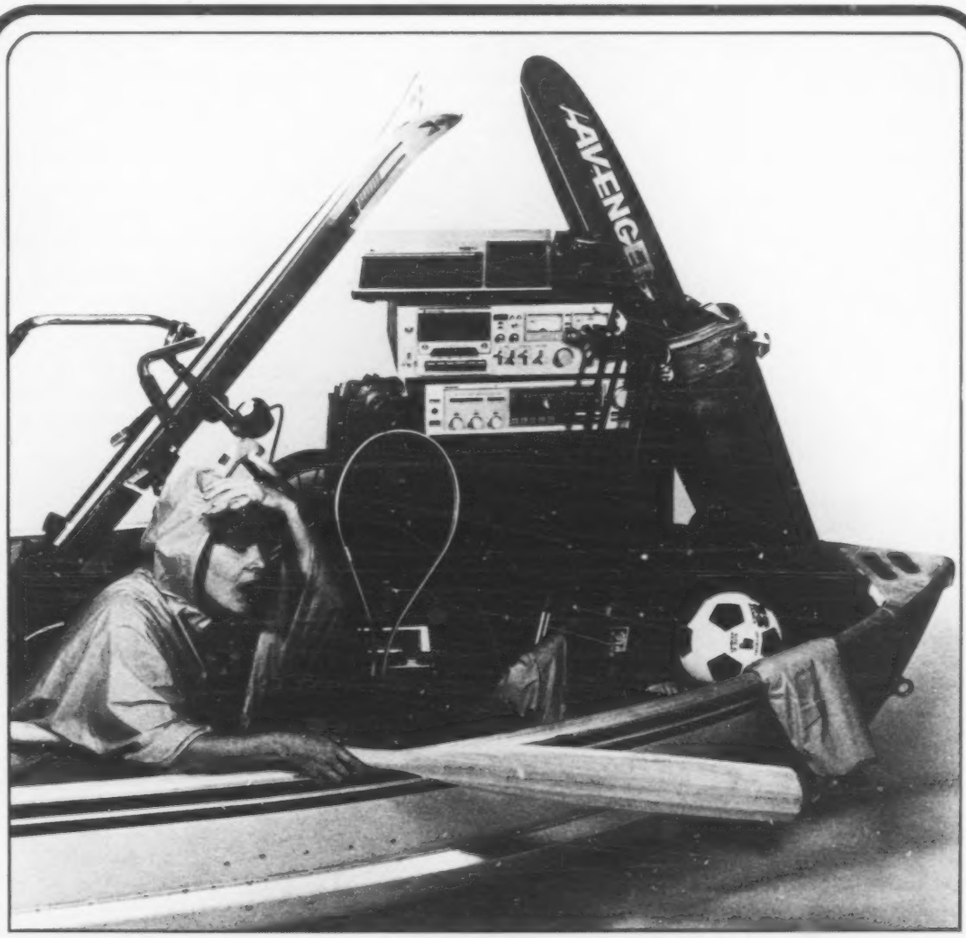
"All My Children's" Erica Kane is one prime example, but there are others.

"The Young and the Restless," a CBS drama, features *femme fatale* Ashley Abbott, an employe of Jabot cosmetics, who has more than a professional relationship with the company's research chemist.

"Days of Our Lives," on NBC, has Dr. Marlena Evans, a psy-

(Continued on Page M-18)

Hortense Leon is a Chicago-based free lance writer.



WOMEN AND YOUNG PEOPLE FIRST

No need to abandon ship if you're looking to reach women and young adults. In upstate New York, the Schenectady Gazette delivers this upscale audience in volume.

Female	Young People
89,000 (56%)	18 - 24 14,000 (9%)
	25 - 35 26,000 (17%)
	35 - 44 36,000 (23%)

More than half of our readership is woman. Nearly half of our readership is between the ages of 18 and 44.

It adds up to mobility, decision making and buying power!

SCHENECTADY GAZETTE

Buying
The Power Of The Press

Represented by C.W.O. & O. Schenectady, New York 12301

SOURCE: Fact Finders 1982 SMSA Study

Soaps

(Continued from Page M-16)
chiatrist who also has had her share of romance outside of marriage.

The presence of more single and employed women on soaps does not tell the whole story. Says Sheri Anderson, associate head writer at NBC, "The change has been more emotional than vocational." Ms. Anderson, an eight-year veteran of soaps and a writer for NBC's "Days of Our Lives," says she sees more of an emphasis on strong characters of both sexes. "About 10 or 20 years ago, what you often saw were strong women and weak men," she says. "The characters were analagous to those on sitcoms. But women in soaps no longer want a man who is weak emotionally, nor do they want to be dominated."

Additionally, networks are writing real world changes into scripts. Ms. Anderson says, "Maggie Horton of NBC's 'Days of Our Lives' is a classic. She has grown and changed in the last five years from a dependent little girl to an independent thinker. She no longer lives through her husband. She has also started a career."

She's certainly more active, as are the other characters. "Even 10 years ago, the pace was very slow," says Ms. Anderson. "There were lots of kaffee klatsches in which women gossipped. But now people are actually doing things."

Daytime powers

The top five daytime network soap operas

		Network	Rating
1.	"General Hospital"	ABC	9.9
2.	"All My Children"	ABC	9.3
3.	"The Young and the Restless"	CBS	8.2
4.	"One Life to Live"	ABC	8.0
5.	"As the World Turns"	CBS	7.6

Source: A.C. Nielsen Co., based on ratings from August, 1982, to August, 1983

What is considered action for a soap opera, however, is still slow by most human standards. Says Toby Goldstein, feature editor of *Soap Opera Digest*, "Whatever role a character has, his or her function is to be in a relationship. Unless you're talking about 'Dallas,' in which the machinations of business are considered interesting, nothing is more important than being part of a couple. The main difference between now and 10 years ago, as far as real activity goes, is that the conversation has moved out of the kitchen and living room and into the work place."

Ms. Goldstein is also one who believes that the woman's changing role in the soap opera is reflected mostly in how she handles herself emotionally, rather than in a career. In the old days, she says, "It was always the man who controlled the relationship. He sought her out and ultimately had the option of calling it off."

Jacqueline Smith, vp-programing at ABC, concurs with her counterparts at the other networks and Ms. Goldstein at the *Digest*.

"At this point, women characters do not have to give up their femininity or be old to be strong," she says. "They don't have to be Ma Perkins to speak their minds."

So the question remains: If the soap heroines have changed so radically, why have women on daytime commercials remained relatively stagnant over the years?

Says Rena Bartos, executive vp at J. Walter Thompson USA and author of "The Moving Target: What Every Marketer Should Know About Women": "Television is a mass medium. Consequently, although you do see more sexy, sophisticated ads at night, it is not to the same degree you see them in other media, such as magazines. In print, you can more finely target your audience. As a result, you will see more upscale and sophisticated ads with, of course, more sex."

For the most part, commercials aren't tailored to the soaps. There is one monolithic exception to the rule: Procter & Gamble Productions. Because P&G produces its own soaps, it can shape the story line, which can be beneficial to its products.

CBS's "As the World Turns," a relatively tame soap, is one example of its productions. Bruce Benskin, public relations services counselor for the Cincinnati-based giant, says: "We have certain programing guidelines to make sure their soaps are acceptable to a broad audience, and that they don't portray people in a negative fashion. We want to reach the consumer in an acceptable environment. If they have aspects that are not uplifting, we do not want our commercials to air in those environments.

"At the same time," Mr. Benskin says, "P&G soaps are just like everybody else's, in that after more than 30 years, the things that concern the characters are still the same—romance, children, family, but especially romance."

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OUTDOOR MAKES TV LOOK GOOD.

Radio listens to an increasingly female audience

By Charline Allen

Not too long ago, Westwood One, a radio programing syndicator, decided to add a feature to its weekly celebrity show, "Earth News." The topic: How women could get credit in their own names.

Another of Westwood's weekly programs, "Spaces and Places," recently reported on "new relationships" or relationships outside marriage, featuring the man's point of view one week, the woman's the next. "On the Move," a Westwood program scheduled to be in syndication next year, would feature 90-second interviews with and stories about women on the move, such as Sally K. Ride, the nation's first woman astronaut.

That radio programers are creating features targeted to women—or, at least, designed so that women would find them interesting—should not be surprising. Working women have especially become the subject of intense interest in this medium.

For radio programers and advertisers alike, the statistics can be appealing. Consider the title of a brochure the Radio Advertising Bureau has prepared for potential advertisers: "Radio: It's Red Hot To Sell Working Women." Miles David, the RAB's vice-chairman and chief executive officer, says a spring, 1982, survey by R.H. Bruskin showed that 97% of women who work fulltime listen to the radio at least once each week, spending on the average 3 hours, 38 minutes per day with the medium.

The survey also showed that, over a 24-hour period Monday through Friday, fulltime working women spend 44% of their media time with radio, compared with 41% with tv, 9% with newspapers and 6% with magazines. In daytime hours, when most purchases are made, the working woman spends 60% of her media time with radio, 22% with tv, 12% with newspapers and 6% with magazines.

Radio is also, according to the survey, the medium fulltime working women are most likely to have listened to just before making the day's major purchase, Mr. David says. Some 60% on the average are tuned into radio at that point, compared with 14% who are watching tv, 8% reading a newspaper and 4% reading a magazine. The survey also indicated that 91% of working women commute to and from work in their cars, and that 89% who do so listen to the radio going and coming. And the survey showed that 63% of fulltime working women have a radio available in their workplace and that those who listen spend almost four hours per day tuned in at work.

Recent Arbitron data showed that, of working women 25 to 54 surveyed in Los Angeles, 80% not only listen to the radio at work, but listen all day. In Boston, 84% of those surveyed were all-day listeners.

Not only are working women listening to more radio, but the number of working women is growing, as well. According to a recent study on women in the workplace done by Torbet Radio, the number of women 20 to 64 who work is expected to grow from 46.7 million today to 52.2 million by 1990, an increase of 139% since 1960.

And, as Marian DeLuca, Torbet vp-research, points out, "Ten to 20 years ago, women played a very minor part in the workforce." Today, although there are still more women in the clerical ranks than in other areas, U.S. Census data used in the Torbet study showed that the number of female lawyers increased by 188% from 1970 to 1980. Similiarly, the number of female computer operators increased by 12% and female physicians by 44%.

The Torbet study conceded, however, that women make an average of only 60% of what men do. Some 57.7% are married, and 48.2% have children.

Many advertisers have already realized that working women are a prime segment of the radio listening audience. *Cosmopolitan*, for example, has editor Helen Gurley Brown as spokeswoman for its radio campaign. And *Redbook*, Mr. David points out, has announced in recent trade ads that it will be "using radio heavily . . . to build its base."

Mr. David also points to a shift in advertising copy that has more female appeal. Ads for Molsen's Golden beer and United Van Lines recently featured female voiceovers. A female stockbroker pitches L'Oreal Control Top Panty Hose, and a Rival Crockpot spot is aimed at meeting the busy working woman's needs.

In creating spots aimed at women, advertisers face much the same dilemma faced by radio programers. They must appeal somehow to both the male and the female members of the audience, but they must also create messages that won't patronize women, or alienate either sex.

And despite advertiser interest in reaching women, Norm Pattiz, president of Westwood One, the program producer and syndicator based in Los Angeles, cautions radio programers against making blanket assumptions about what constitutes programing that appeals to women. For example, he says more than 50% of the phone calls and letters received in response to Westwood's syndicated "Playboy Advisor" show are from women.

Indeed, many programers agree that it's difficult to determine which course to take. Still, some are creating programs that are clearly aimed at women. Jameson Broadcast, for example, is now syndicating a three-minute daily Spanish-language feature, "Circulo Familiar," based on *Family Circle* material. It has already cleared in 26 of the top 30 Hispanic markets.

As for the radio networking companies, both RKO and Mutual Broadcasting System say they produce no programing aimed at women, except Mutual's "Elmer Dapron's Grocery List," a midday shopping information program.

At CNN Radio, each contributor to "Talkabout" short-form features "has been specifically asked to include in their materials from time to time . . . information and advice . . . that would pertain strictly to women," says Herb New, radio planning and development coordinator. But the emphasis in the eight "Talkabout" series, which range from motherhood to health to the economy, is on appealing to both sexes, because "sometimes programs that are made just for women not only turn off the men, but turn off the women, because that in itself is a form of sexism."

CBS Radio Network and its RADIORADIO programing, as well, is not geared specifically toward women, but business reporting and personal investment advice have been beefed up recently because the company has determined that women are interested in these topics. RADIORADIO's "In Touch," which includes life style and entertainment news, and CBS Radio Network's program "Healthtalk" may have stronger appeal for women than for men, but CBS says the shows were not designed with that intent.

NBC Radio Network, Talknet and The Source each contain a sampling of programs that could be labeled "for women." On NBC Radio Network, Dr. Joyce Brothers and Carrie Carmichael's "Women in the Workplace," deal with issues ranging from dressing for the office to sexual harassment on the job. There's also "Political Digest," featuring segments on female politicians who've made a major life change with a move into the political arena.

Talknet features Sally Jessy Raphael's nightly call-in-self-help program and personal advice on weekends from Dr. Harvey Ruben. The Source, a young adult network, features "Coping With," which deals with subjects ranging from anxiety to the economy, and "Body Language," a health, fitness and nutrition program.

Richard Penn, vp-general manager of NBC Networks, says surveys of affiliated radio station audiences have shown that old preconceptions about what listeners want are "hogwash and outdated." In response to those findings, programs have been created with an eye toward providing "me"-oriented information on money, health and high technology.

ABC's radio networks "don't do a lot of specifically female-oriented programing," says Ruth Meyer, director of programing with ABC's Entertainment and Direction networks. "We feel that women are reached by the same programing patterns as men are these days." Even "Soap Talk," heard evenings on ABC FM Network, has appeal for men as well as women, she says. The program offers a rundown of soap opera happenings for those who aren't home during the day.

Despite Ms. Meyer's contention to the contrary, ABC has its share of programs that appeal to women. On ABC Direction Radio Network, there's "Let's Cope," hosted by Dr. Laura Schlessinger, which emphasizes personal relationships. The network also has a health and fitness program called "Alive and Fit" with former Charlie's angel Jaclyn Smith. TalkRadio includes Dr. Toni Grant and Dr. Susan Forward proferring personal advice, and WABC, New York, has Dr. Lawrence Balter, Dr. Judith Kuriansky and Kathy Novak with variations on that same theme.

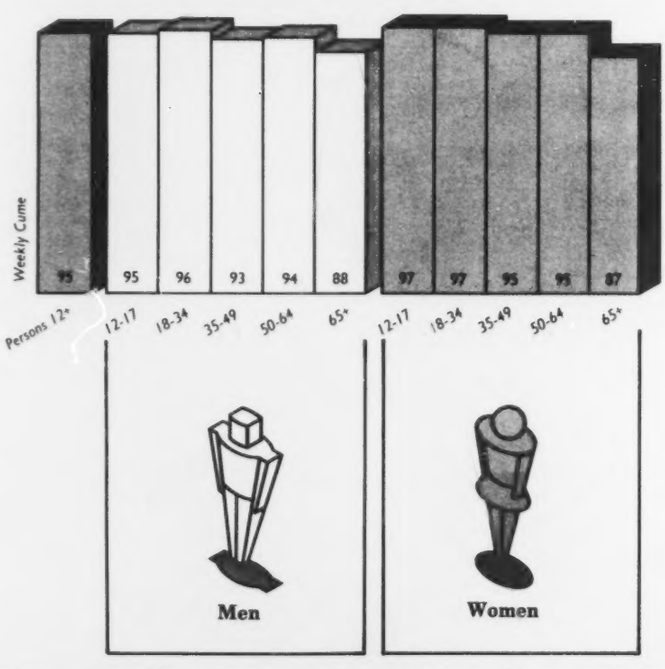
In syndication, as well, there is a host of similar self-help call-in shows, including "Sexually Speaking" with Dr. Ruth Westheimer, "The Sonya Friedman Show" and many more.

It's clear that women today—particularly working women—comprise a substantial segment of the programing target market, and radio advertisers and programers are rising to the challenge this demographic shift presents. RAB's Mr. David predicts that radio will grow, as a result of its other strengths, "at a rate in double digits . . . over the next 20 years of increasing media competition . . . in part because of the very substantial affinity that we have with working women."

Charline Allen is a New York-based free lance writer with a special interest in the media.

Radio reaches more women 18-64 than men of the same age
More men 65+ are reached than women

Per cent of men and women age 12 and older who listen to radio



Seagram

(Continued from Page 3)
into the No. 2 spot in the U.S. wine industry from No. 6 last year.

It also will set the stage for a face-to-face confrontation between Modesto, Cal.-based Gallo, which *Impact* wine and spirits newsletter calculates will have a 27.7% market share in 1983, and Seagram, whose slice of the pie will nearly double to 11.2% after the purchase.

Wine Spectrum's share of the market in 1982 was 6.2%, according to *Impact*.

The sale, which is subject to a definitive agreement between the two companies and the approval of both boards, isn't expected to be final until late this year.

Seagram, marketer of Paul Masson and Gold Seal wines, is expected to assign the Wine Spectrum brands to Doyle Dane Bernbach, its agency for Paul Masson.

The depressed spending on Taylor California Cellars, Wine Spectrum's feisty flagship brand, is expected to rise well above this year's roughly $5 million outlay once the industry's current price and inventory problems are overcome.

Ad spending on Taylor, currently handled by Kenyon & Eckhardt, last year was about $18 million.

The Wine Spectrum deal follows an agreement by Seagram to divest itself of its Fromm & Sichel unit, which markets Christian Brothers products, to a new company formed by the wine-making religious order (AA, Aug. 29).

Although the Fromm & Sichel divestiture had been in the works for several months, the process might have been speeded up by the imminent purchase of the Wine Spectrum and the potential for an antitrust violation by an over-large Seagram.

Ironically, the newly formed company that is taking over the brand is turning its marketing, sales and advertising management over to Albert E. Killeen & Associates, an Atlanta-based consulting company headed by Mr. Killeen, former vice-chairman of Coca-Cola Co. and former president-chief executive officer of Wine Spectrum.

Coca-Cola's decision to sell the Wine Spectrum came as no surprise to many in the wine industry, who noted that the phenomenal growth of Taylor California Cellars had flattened in recent months.

The situation was fueled by last summer's $3 rebate offers on $2.99 bottles of Taylor California Light and heavy price breaks on Vivante, Wine Spectrum's new economy brand.

Roberto C. Goizueta, Coca-Cola chairman, noted in a statement that the sale was "in line with our corporate strategy [to] concentrate our resources in the areas of our business where the returns on assets are highest."

In contrast to Coca-Cola's other businesses, wine was only marginally profitable, according to Lawrence Adelman, an analyst at Dean Witter Reynolds.

But Coca-Cola's major reason for leaving the capital-intensive wine business, analysts and competitors say, was unanticipated fierce and overwhelming competition from the privately held Gallo colossus.

"Gallo took off their gloves and made it clear to Coke that if they intend to stay in the business, it would cost them dearly," noted Manny Goldman, a partner with Montgomery Securities in San Francisco. "They outmerchandised, outadvertised, outpromoted Coke, and Coke felt it."

Gallo spent about $31.4 million in advertising in 1982.

The U.S. wine business grew only 1.8% in 1982, and is just beginning to pick up steam again with a 3.4% increase during the first six months of this year.

Coca-Cola, a late entry into what had been a rather sleepy, mostly family-run industry, made astonishing gains in a short time, moving from No. 5 in the industry at the end of 1981 to No. 3 and was headed for No. 2 this year in the wake of Heublein Wines' recent decision to sell seven brands, including Colony, to the Allied Grape Growers, a Fresno agricultural cooperative (AA, July 11).

Coke's aggressive entry into the market with a new Taylor California Cellars brand in 1978 made the industry sit up and take notice. Wine Spectrum twice challenged the Bureau of Alcohol, Tobacco & Firearms—first over comparative advertising, the first in the wine industry, and then in 1981 over its wanting to use the word "light" to refer to wine with lower alcohol and fewer calories.

In each case, the Coca-Cola unit won the right to do things its way.

Earlier this year, it went to court again, this time to fight a California law forbidding cash rebates on wine (AA, June 6). The case is pending.

Although some reports mentioned that Mary Cunningham, exec vp-planning of Seagram Wine Co. and vp-strategic planning and project development of parent Seagram, had masterminded the Wine Spectrum deal, industry sources dismissed such accounts.

Ms. Cunningham was behind a strategic plan for increasing Seagram's wine business (AA, Dec. 13), but she has been on leave of absence while completing a book.#

'Gourmet' finally bought. . .

By STUART J. ELLIOTT

NEW YORK—Epicurean magazines formed one of the few chic categories in which there was no Conde Nast contender. Now there is: Conde Nast is sinking its teeth into the field by buying *Gourmet*.

After weeks of rumors that had the monthly magazine sold to just about everyone except Weight Watchers International, the trustees of the estate of Earle R. MacAusland, who founded *Gourmet* in 1940, reached agreement with Conde Nast on a deal that should be completed in about a month.

The purchase price was not disclosed, but industry observers peg it as high as $24 million.

For that price, Conde Nast is getting a book that's second in its field in ad pages and revenues, behind *Bon Appetit*, and third in rate base, behind *Bon Appetit* and *Cuisine*.

It's also buying into a battle with some powerful fellow publishers: Knapp Communications, owner of *Bon Appetit*; CBS Publications, owner of *Cuisine*; American Express Publishing Corp., owner of *Food & Wine*, and New Yorker Magazine Inc., half-owner of *Cook's Magazine*.

Asked if the category weren't especially competitive, Conde Nast president Robert J. Lapham said, "I guess it is, but aren't they all? This was an upscale area we were not in, and one we were interested in over a period of time."

Conde Nast is "gratified," Mr. Lapham said, to have won out over several other would-be buyers. Among them were the New York Times Co. (AA, June 27) and a number of unidentified parties, one of which was believed to be Hearst Corp.

Conde Nast said it is "not looking at any changes," either editorially or geographically. The magazine's offices will remain at 560 Madison Ave. rather than relocate to the Conde Nast Bldg.

It's too early to discuss whether *Gourmet* would be included in either of the two packages Conde Nast offers to advertisers, said Neil Jacobs, corporate sales director.#

. . .But 'Spring' not so lucky

EMMAUS, PA.—Rodale Press sprang a fall surprise last week, announcing it will fold *Spring*, its entry in the women's health and fitness magazine category, after the November/December issue.

"We were not able to meet our business plan expectations," said Robert Teufel, Rodale's president. Circulation of the magazine, which made its debut in April, 1982, initially averaged 353,949, well above the rate base of 250,000. Circulation in the six months ended June 30 was 466,999, exceeding a 400,000 rate base.

There were problems with advertising, production costs and editorial direction, Mr. Teufel said.

One factor, he said, was its strict policies on ad acceptability. While central to the Rodale philosophy, these policies were far tougher than those of others in the field, such as *Self*. By not taking ads for products such as cigarets, *Spring* "had to do so much better in the categories we did take," he said.#

they're hitting, you're missing.

over $35,000 have home video games. In addition, 47% of these same adults are wired for cable.

That's a huge and desirable audience that you're missing with your network buy. For example, a one-week, $25,000 prime time network schedule in Houston delivers only 42% of adults in $35,000+ households.

Fortunately, TV isn't the only game in town. An equal $25,000 investment in The Chronicle, the Southwest's largest newspaper, would deliver 65% of these affluent adults.

That's 127 extra GRP's. At no extra cost.

For a detailed media comparison, call our Research Manager collect, 713/220-7401.

And stop playing games with your ad budget.

Houston Chronicle

The primary advertising investment.

*Source: Belden Multi-Media Study, 1982. Based on eleven 30-second spots on local network affiliates, BAR estimates, versus five 1575-line Chronicle ads at national rate. Represented nationally by Sawyer Ferguson Walker.

Regional report - Page 68

Don't cry for U.S. ad shops in Argentina - Page 50

Special Report: Grocery retailing in transition - Magazine

Advertising Age

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Staff photos by Mary Herlehy

Relaxing for a brief moment in a hectic schedule on the Homestead's front porch, newly elected Assn. of National Advertisers officers (l. to r.) Herbert Baum, treasurer; Spencer Boise, vice-chairman, and Robert Goldstein, chairman, surround outgoing chairman John Dowd.

ANA launches push on international front

By LARRY EDWARDS and TODD FANDELL

HOT SPRINGS, VA.—The Assn. of National Advertisers, under the direction of new chairman Robert V. Goldstein, is launching a major effort to become a more significant force in the international business arena.

Mr. Goldstein, vp-advertising at Procter & Gamble, this nation's largest advertiser, told ADVERTISING AGE in an interview here, "We have an international problem on our hands," and ANA doesn't "feel the threat is recognized."

At the Homestead for its 74th annual meeting, ANA disclosed the formation of a new committee to deal with international regulatory issues and coordinate such efforts with allied organizations.

The new ANA committee will represent the positions of multinational U.S. marketers on the many thorny issues so American companies are not "discriminated against," Mr. Goldstein said.

In outlining the agenda for his one-year leadership of ANA, Mr. Goldstein stressed the "major worldwide development of an ostensibly consumer protection movement" combined with the "economic and political confrontation between Third World countries and developed countries" as his major concern.

But Mr. Goldstein also jumped with ANA's many-membered feet into the image-of-advertising issue, saying that will be a second area of major concentration during his tenure. This puts the advertisers squarely in concert with the American Assn. of Advertising Agencies on this key subject.

Additionally, Mr. Goldstein said he will deal with the "continuity of leadership" of the organization, whose president, Peter Allport, will retire by 1985. He has been with ANA for 37 years.

Although in many ways advertising's image and international threats to the right to advertise are interrelated, it is the latter that was more decidedly cleared for action by the ANA.

The new international affairs committee, which has been preceded by an ANA study group headed by Sperry Corp.'s Richard Mau, will work on two levels,

(Continued on Page 87)

• ANA's own "Phil Donahue Show" debates tv's future role—Page 87.
• ANA clinic discusses media alternatives to tv's high cost—Page 87.

Marketing losing best students, ANA told

HOT SPRINGS, VA.—Marketing is becoming a "second-class career choice" among young people, Assn. of National Advertisers members were told here last week by one of the industry's top recruiters and "trainers" of marketing and advertising executives, Procter & Gamble.

This warning, reinforced during a panel discussion by an academic, becomes even more disturbing for advertising in that it follows closely expressions of alarm by advertising agency executives over a lack of new creative talent.

"There is a significant decline in both the quantity and quality" of those choosing marketing as a career, said G.G. (Gibby) Carey, division manager, general advertising, P&G, at the ANA clinic.

It is a double-edged sword; not only are fewer students majoring in marketing, but "fewer [of those who do] end up in the field."

Also, "fewer of the very top students" are interested in marketing—"the intellectual quality [of those choosing marketing] has slipped." He said the "progressive decline" can be traced back over the last 10 years.

It "used to be that our field attracted the cream of the crop," he said, but "today we're in danger of getting the skimmed milk."

Marketing is "losing ground to finance" as the route to the top in business, the executive stated. "The financial field has been out working to get the top ones," Mr. Carey continued, telling recruits that "finance is what you have to have."

Such fields as investment banking are "paying huge salaries," according to the University of Virginia's Darden School Prof. Paul Farris. But in addition to that fact, P&G's Mr. Carey acknowledged that that field has successfully transformed its image from "dusty backrooms" and "green eyeshades" to the fast track to the top.

P&G recently monitored a period of time —recruiting time—at the Harvard Business School, tracking corporate executives on the campus, and it was "two to one financial

(Continued on Page 86)

last minute news

Delta breaks hard-hitting ads, uses network tv

ATLANTA—Delta Air Lines breaks a new tv and print campaign today marking the carrier's first extensive use of network tv. Although Delta executives declined to reveal the ad budget, they said the expenditure would be on top of the planned $55 million earmarked for this fiscal year. "We want them [the public] to be aware of Delta's excellent financial health, world-renowned aircraft maintenance record and reputation for providing an uninterrupted systemwide flight operation," said senior vp-marketing J.A. Cooper. The campaign was created by BDA/BBDO.

General Mills sets up new snacks division

MINNEAPOLIS—General Mills has formed a new "wholesome snacks" division that will include Nature Valley products, Betty Crocker Fruit Rollups and probably new products using Fruit Corners label. The unit

(Continued on Page 8)

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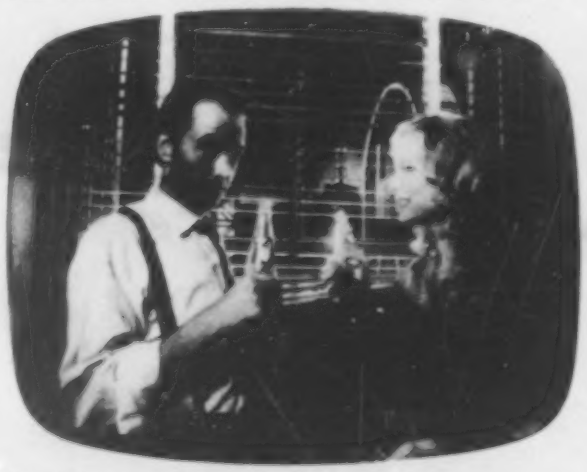


Dr Pepper's new thrust

"Hold out for the out of the ordinary" is the new theme Dr Pepper will break next year as part of a major repositioning. In this spot, a private detective decides his new client is "no ordinary dame" when she turns down other drinks for a Sugar-Free Dr Pepper. *(See Corporate closeUp on Page 4.)*

FCC rules battle hits Oval Office

By RICHARD L. GORDON

WASHINGTON—The cat-and-mouse game over the future of the Federal Communications Commission's financial interest and syndication rules took a new turn when it was disclosed that the intense lobbying has reached the Oval Office.

FCC chairman Mark Fowler quietly was summoned late last month to brief the President on this and other hot issues. The meeting news, which broke last week, suggested that Hollywood's persistent efforts to interest the nation's highest-ranking ex-actor in the controversy had paid off.

Mr. Fowler, pressing the President's deregulation program, has enraged the Hollywood-based tv program production com-

(Continued on Page 84)

CBS takes lead in early ratings

By JAMES P. FORKAN

NEW YORK—Sampling has been the name of the prime time tv game in recent weeks, and while ABC played best in the preseason, CBS has caught up in the past two weeks.

After two outings, CBS seemed to be delivering on its promotional copy claim that "the spirit of 'M*A*S*H' lives on" in the sequel series. "AfterMASH" has reached the Nielsen heights two weeks in a row, thereby bolstering CBS' hopes that it can fill the parent series' Monday-night shoes.

Thanks in part to "AfterMASH" and "Scarecrow & Mrs. King," CBS captured the first two nights in the second week of the fall season. CBS snared the first Monday hour as "Scarecrow & Mrs. King" bowed with a promising 22.3/35, well ahead of ABC's "That's Incredible" (a 24 share) and NBC's "Boone," the latter languishing at a 16 share two weeks straight.

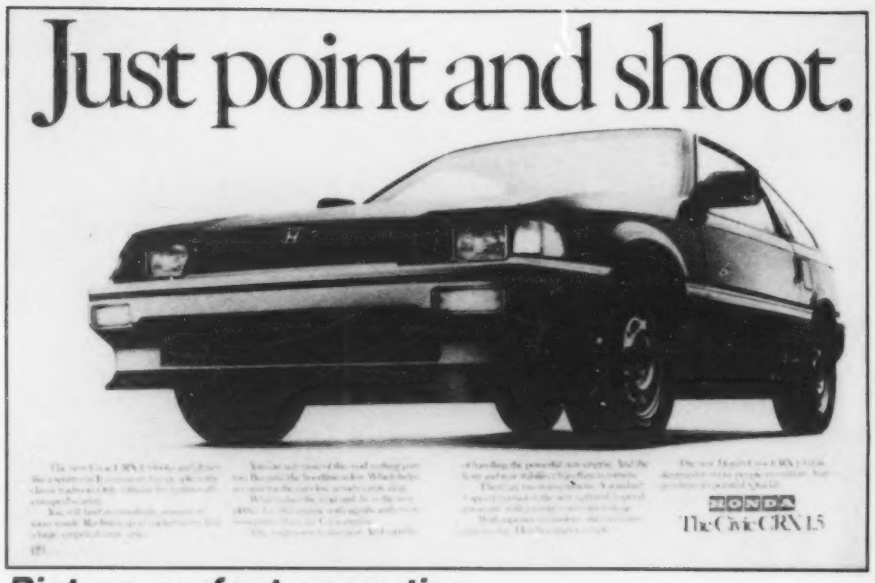
Although "AfterMASH," scoring a 26.0/37 in its regular 9 p.m. spot, couldn't match its first outing, it still beat ABC's Monday football and NBC's Johnny Carson "Tonight" anniversary special during its half-hour. The Carson special then moved from third to first, averaging an over-all 20.3/31 and giving NBC No. 2 ranking for the night.

CBS' "The Jeffersons," in a one-time-only Monday outing as the second of a three-parter, was second in its half-hour, after which football took the runner-up position. "Emerald Point N.A.S.," closing the night with a 26 share for CBS, slipped from its first showing.

CBS' Oct. 4 victory was attributed to its femme-appeal made-for-tv movie, "Secrets of a Mother & Daughter" as baseball preempted NBC's "The A Team" and "Remington Steele." ABC and NBC ran neck-and-neck.

Early indications are that ABC erred in having the new "Just Our Luck" lead into

(Continued on Page 86)



Picture perfect execution

Honda dropped the "We make it simple" ad tag (AA, Sept. 26), but ad execution is basic. This color spread adapts instructions for snapshot cameras to a Civic with high fuel economy. Copy from Needham, Harper & Steers/USA notes: "The new Honda. . .was designed to move people in comfort. And to go where it's pointed. Quickly."

New 'Playboy' ad pitch

CHICAGO—With its November issue, *Playboy* says it officially has begun to change with the times.

The magazine's revamp—away from "entertainment for men" and toward a service orientation—will change the way it is sold to advertisers.

According to Charles Stentiford, New York-based senior vp-advertising, *Playboy* intends to make "a slight adjustment in our attitude toward how we deal with customers, by focusing our selling efforts against becoming a marketing service, offering something significant beyond the page—merchandising and promotional activities at retail."

"We want to get involved in the push and pull of the selling cycle, focusing on specific marketing needs. The days of just selling ad pages are past," the executive said.

The men's magazine has lost an estimated 2.5 million circulation in the last decade, dropping from a record high of 6.8 million to 4.1 million.

A series of editorial changes appear in the new issue, the most noticeable of which is a cover featuring a closeup of a nurse's face instead of the traditional partially dressed woman. Future issues will begin to carry more articles about male-female relationships and will showcase articles centering on women.

Observers question if these changes, some of which were announced this summer, are enough to turn the book around (AA, Aug. 1).

Whatever changes *Playboy* is making, "we don't have to apologize," says Mr. Stentiford, who recently joined the magazine from CBS Publications' *World Tennis*, where he was publisher.

"Four million people make a conscientious buying decision [each month]. We're still the single largest men's magazine published," he said.

The repositioning "will strengthen the fact *Playboy* is evolving with the marketplace," Mr. Stentiford said. "One of our advertisers' concerns in the past was that time is passing us by. By making this statement, we're answering that challenge."

The future of the magazine "lies in doing an out-

(Continued on Page 86)

GM crashes in on car quality fight

DETROIT—While Ford and Chrysler fought over competitive quality claims in ads, General Motors stepped in last week with a quality claim of its own.

Chrysler earlier complained to the tv networks about Ford ad claims of superior quality. The networks went over the data again and approved the spots. Ford ads, based on a survey of new-car owners' problems, claimed its vehicles' quality was 36% better than Chrysler and 10% better than GM.

Chrysler countered with ads that pointed out Ford had more recalls than Chrysler.

Then last week, GM ads cited data on car crashes from an insurance-industry-supported institute in print ads headlined: "GM wins again. 6th year in a row." The institute figures, based on over-all injury claim experience, showed seven of the top ten "safest" cars

(Continued on Page 86)

highlights

Monday, October 10, 1983

Paramount Home Video will release "Raiders of the Lost Ark" on a specially-priced videocassette in December, backed by an ad push of more than $1 million. *See Page 6.*

Southland Corp. is set to begin tv support for its 7-Eleven stores tied into the 1984 Olympics. *See Page 12.*

A Science Digest panel has concluded that consumers are intimidated by computers and marketers should modify their ads accordingly. *See Page 14.*

Red Star Quick-Rise is squaring off with Fleischmann's Rapid Rise for dominance of the fast-rise yeast market segment. *See Page 28.*

Newspapers around the country are pushing the results of two new syndicated research studies to advertisers and agencies. *See Page 34.*

Gentlemen's Quarterly is making changes even as it enjoys a record year. *See Page 36.*

Beatrice Foods' success with its new aspartame-sweetened hot cocoa mix is spurring rapid rollouts by competitors of their own versions. *See Page 38.*

American Multi-Cinema theater chain now is selling advertising slides as a national medium and may drop its Screenvision ties as a result. *See Page 54.*

General Motors' truck division is broadening its traditional market by going after the upscale crowd. *See Page 56.*

The mini-van-wagons beginning to appear are hoping to straddle the markets for commercial vans and family station wagons. *See Page 57.*

Torbet Radio, New York, gives a detailed list of advertisers expected to use spot radio in the fourth quarter in 12 top markets. *See Page 58.*

Squibb enters the children's vitamin market with a line called E.T. *See Page 80.*

Scott Paper is introducing a line of heavy-duty paper products aimed at the do-it-yourself market. *See Page 80.*

CORPORATE CLOSEUP

Dr Pepper Co. is acknowledging that its two-year flirtation with P&G-style strategies was a marketing mistake and is heading for safer more profitable turf. *See Page 4.*

INTERNATIONAL

Argentina, a country with an unstable economy and continuous currency devaluations, is probably the last place an ad agency would want to be in business. But don't look for an exodus of U.S. agencies from Argentina, because their business is growing. *See Page 50.*

D'Arcy-MacManus & Masius, following the loss of $40 million in worldwide Colgate-Palmolive billings, is facing a massive rebuilding job with no Colgate replacement in view. *See Page 50.*

Calvin Klein's latest ad campaign in Brazil might outdo the controversial U.S. commercials that inspired the South American effort. *See Page 52.*

VIDEOTECH

Paramount Television Group is hoping to pull big ratings during the low-audience summer next year with a first-run syndicated movie special. *See Page 62.*

Newsbank, the news programing service from ABC Owned TV Stations, is being questioned by a syndicator as a violation of the FCC domestic syndication rule. *See Page 62.*

Olympics tv sales have begun on the spot level, with ABC-owned stations offering five-market sponsorship packages starting at $5.1 million. *See Page 66.*

MAGAZINE

Muppet magazine. A new—and apparently successful—publication is out to show that what's good in tv is just as wonderful in print. *See Page M-4.*

Grocery Marketing: The grocery store of the '80s is as varied and complex as the life styles of today. *See Page M-9.*

Three different views affirm that there are few topics that can stir more discussion than ad education. *See Page M-52.*

REGULAR FEATURES

ACCOUNT CHANGES	72	MEDIAMOVES	44
ADBEAT	54	NEW AD RATES	44
ADVERTISER PEOPLE	40	OBITUARIES	46
ADVERTISING MARKETPLACE	75	PHOTO REVIEW	32
AGENCY PEOPLE	49	PRESSTIME	8
CON-SID-ERATIONS	16	REGIONAL NEWS	68
CORRECTIONS & CLARIFICATIONS	6	VIDEOTECH UPDATE	66
EDITORIAL VIEWPOINT	16	VOICE OF THE ADVERTISER	72
FOR THE RECORD	93	WORLD NEWS ROUNDUP	3
GETTING PERSONAL	24		

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Merger of cable news nets near

By MAURINE CHRISTOPHER

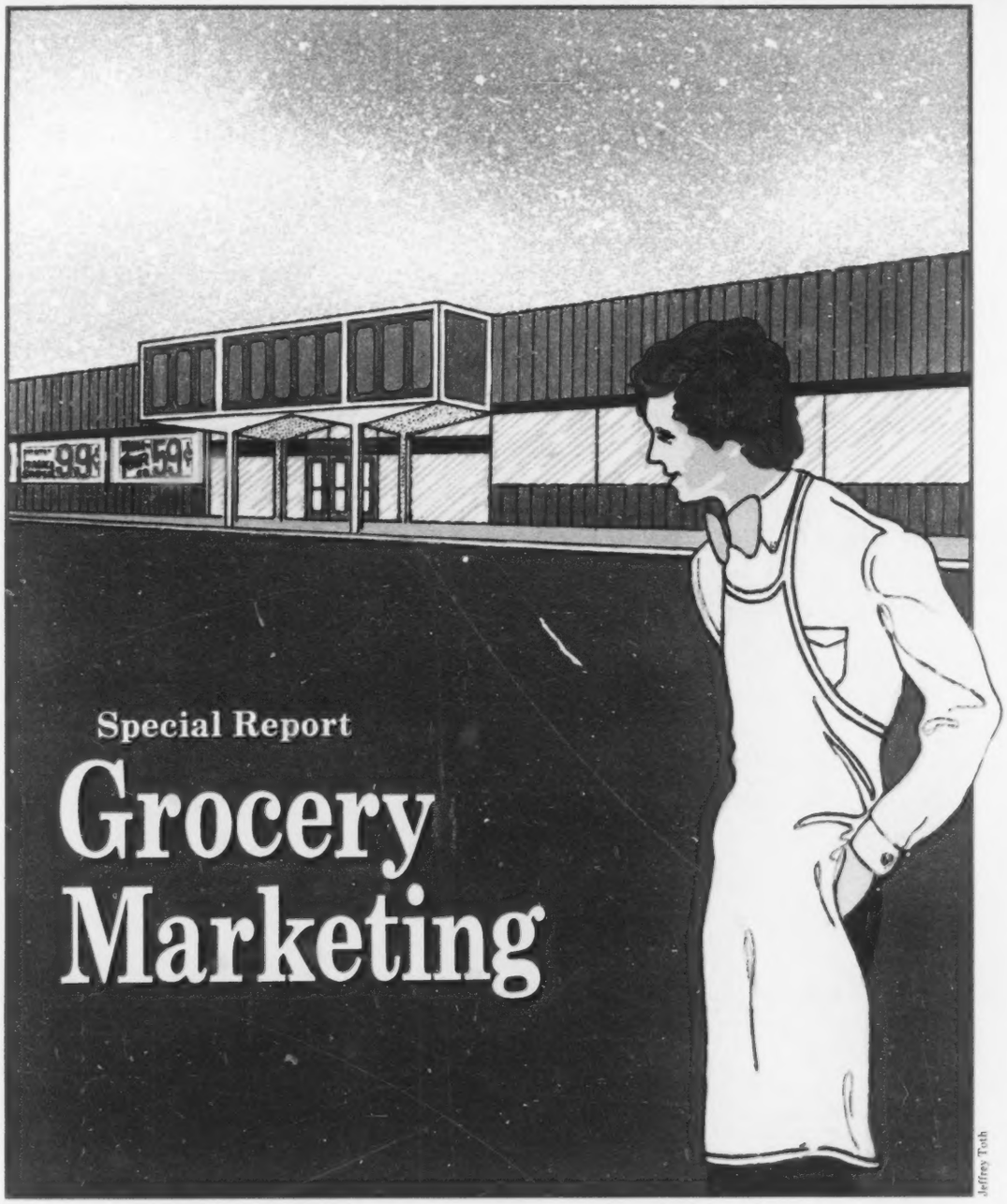
If the Justice Department gives its blessing, entrepreneur Ted Turner will acquire his 24-hour cable news rival, Satellite News Channel, from American Broadcasting Cos. and Group W Broadcasting & Cable for about $20 million.

As soon as the agreement between Mr. Turner and the parents of Satellite News Channel is signed, Turner Broadcasting System will ask the antitrust guardians for an opinion on CNN Headline News' buyout of SNC.

The deal had not been formally announced at press time, but the SNC name is expected to be dropped as soon as the necessary clearances and formalities have been completed. What Mr. Turner has apparently acquired are the SNC contracts with systems covering 7.5 million homes. These would be switched to CNN Headline News, which currently has 4.7 million subscribers.

A noncompetitive clause that had delayed the agreement by a week or so is due to be included in the contract. TBS is expected to assure the Justice Department that it will continue to offer two round-

(Continued on Page 84)



Jeffrey Toth

Special Report

Grocery Marketing

A perspective on today's grocer

By Kenneth Wylie

Time was, a few years ago, when a "supermarket" was a largish storefront on Main St. or a boxy building on the outskirts, usually with a big logo over the front door and probably a parking lot close by.

If you knew what an A&P looked like in Morristown, N.J., you could easily point out its clone in Chicago. Or if Safeway was the choice, you could probably find the same facade, checkouts and interior decor in Denver or Richmond, Va.

Not anymore. An A&P supermarket in Greater New York is not an A&P Super Plus warehouse store in Chicago. Nor do Safeway's Food Barn in Kansas City and its Bon Appetit in San Francisco look like brothers, or even distant cousins.

The mercurial economy and diversifying life styles of just the past few years have sent supermarkets rapidly through a kind of charismatic health club experience, and the tongues they have heard and the visions they have seen have all said: "If you want to keep making even the present slim profits, you must build size, lose fat, get stronger, think smarter, be more attractive and help your customers."

Indeed, grocery stores in 1983 come in every variety or format or shape, color, layout, bulk and inventory. Formats include the old familiar conventional supermarket, the bigger superstore, combination store (food plus drugs), warehouse stores, limited-assortment store and convenience store. But whether it's a "superstore" or a "convenience store" or a "mom-and-pop" store, the goal is the same: Bringing in the business; trying to stay at least within sight of the 1% net profit range; maximizing sales to each customer who comes through the front door.

In the 1980s, this is no easy task. The reasons are several, including heavy competition among grocery units, competition from other supposedly non-grocery stores, more out-of-home eating at places called "McDonald's" and "Burger King" and "Wendy's" and that old bugaboo—recession, or is it inflation?

Retail grocery sales in 1982 totaled an impressive $252 billion, but that was up only 4.6%, the lowest rate increase since 1966. By contrast, 40 years ago, when sales totals were in the range of $20 billion to $30 billion a year, sales gained about 20% to 25% annually.

Or as Safeway chairman Peter A. Magowan put it, when speaking of his giant company's foreign units: "The supermarket industry is a real growth industry in most countries. It is not in the United States."

Why not? The answer is all around us—American society. We want expansive displays of the provender of the land in brilliantly illuminated, air conditioned, hangar-size buildings; we want low prices and unlimited selection; generic paper towels and genuine French Roquefort; a comfortably small store around the corner; open cartons on steel shelves, one-stop shopping, all-night banking and a place to park the car.

That's what grocery retailing is all about today.

All in one stop

Don and Clare Youngberg, new to Indianapolis, are just finishing dinner in their apartment north of downtown, and they need "some things from the store."

They will drive 11 miles across town to a Kroger superstore, where they can get everything under one roof. It even has a sit-down restaurant, but Clare and Don, who share food preparations, prefer to buy Kroger groceries and eat their own cooking, perhaps economizing with a generic beer before dinner. Both are employed and could afford to shop anywhere, but Kroger is a name they both recognize from other parts of the country, and it has what they want—all in one stop.

For 1983 this is a normal state of affairs, according to Ken Partch, editor of *Supermarket Business.*

"There will be a trend toward larger and larger stores as store trading areas grow—traveling 90 to 100 miles is possible, but even 10 or 20 miles is a lot," he says.

(Continued on Page M-10)

Kenneth Wylie, an Evanston, Ill.-based free lance writer/editor, reported on the warehouse store concept in the last issue of Grocery Marketing.